



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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|--|---|--------------------------|
| Applicant: Schmeyer                    | ) |                          |
|  | ) | Examiner: Daniel Lastra  |
| Serial No.: 09/802,082                 | ) |                          |
|  | ) | Group Art Unit: 3622     |
| Filed: 03/08/2001                      | ) |                          |
|  | ) | Docket No. 35352.01.8001 |
| Title: System and Method for Providing | ) |                          |
| Consumer Rewards                       | ) |                          |

**RESPONSE TO OFFICE ACTION**

The Office Action dated February 9, 2005 has been received and its contents carefully noted. Claims 1-23 are pending in this application. Claims 1-23 have been rejected. In response to the above-mentioned Office Action, please consider the following Amendments and Remarks.